

Community Assistantship Program

Lutsen & Tofte Visitor Survey: Full Report

Prepared in partnership with
Lutsen-Tofte Tourism Association

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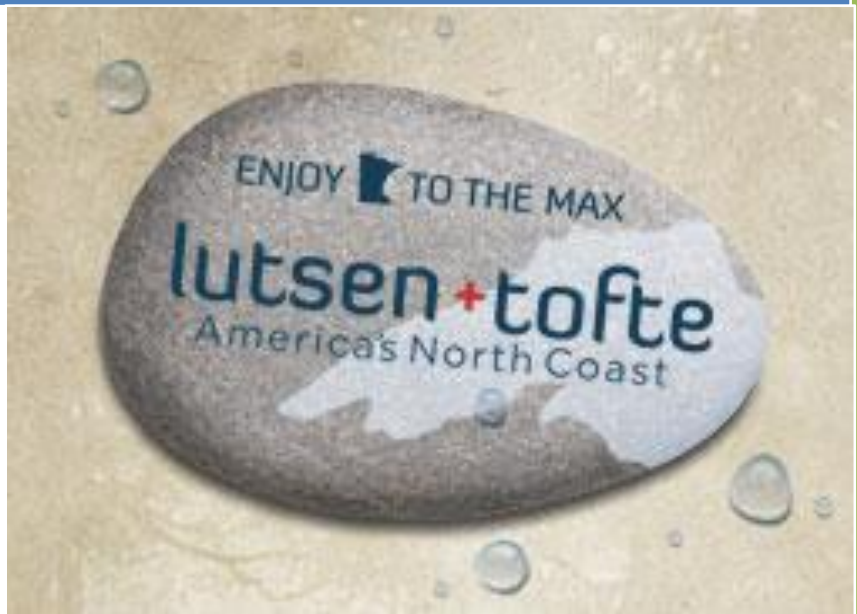
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2009

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The Lutsen-Tofte Tourism Association

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INTRODUCTION

Visitor centers help “set the stage” for a visitor’s experience in an area (Perdue, 1995). They also have the potential to positively influence visitor behavior by contributing to local economies through increasing visitor expenditures, length of stay in an area, and providing information for future trips (Fessenmaier, Vogt, & Stewart, 1993; Perdue, 1995; Tyrell & Johnston, 2003). Route selection and attraction visits may also be affected by information obtained at visitor centers (Perdue, 1995; Diamanche & Taylor, 2006; Lee, Yoo, & Gretzel, 2007). Of particular importance to the amount and extent of benefits tourist destinations can expect from an area visitor center are the visitor center’s location and amenities. To achieve maximum benefits, visitor centers must be conveniently located and offer amenities most important to visitors (Perdue, 1995).

In 2009 the Lutsen-Tofte Tourism Association (LTTA) contracted with the University of Minnesota Center for Urban and Regional Affairs (CURA) to conduct a survey of visitors to the Lutsen-Tofte area. The goals of the survey were to collect demographic, activity participation, lodging, information source, use pattern, and preference data to address the following questions:

- What location makes the most sense for serving tourists in the Lutsen-Tofte area?
- What are current visitor center use patterns?
- Who is not being served by the current visitor center?
- What do visitors expect in a visitor center?
- What should the visitor center provide that it is not able to provide at its current location?

Of particular interest to this study were the traveling parties of families, outdoor recreationists, and couples. This report presents the study methods, followed by a discussion and appendices.

METHODS

A self-administered onsite questionnaire was used to survey visitors to Lutsen and Tofte during July and August 2009. Methods are outlined below in the following sections: study setting, questionnaire, approach, response rate, and analysis.

Study Setting

Surveying took place at five locations throughout Lutsen and Tofte:

- 1) Tofte Visitor Center, Tofte
- 2) North Shore Market, Tofte
- 3) Oberg Trailhead, between Lutsen and Tofte
- 4) Alpine Slide, Lutsen
- 5) Clearview Market, Lutsen.

The Tofte visitor center offers a variety of information about Lutsen and Tofte as well as surrounding areas. The North Shore Market in Tofte and the Clearview Market in Lutsen each offer a liquor and grocery store. Oberg Trailhead, located between Tofte and Lutsen, serves as an access point for the

Oberg Mountain loop trail and the Superior Hiking trail. The Alpine Slide, located at Lutsen Mountain in Lutsen, is a popular destination for families.

Surveying took place in July and August, 2009: July 3-6, July 23-26, and August 4-7.

Questionnaire

An onsite questionnaire based on previous research (Perdue, 1995; Fessenmaier et. al, 1993) was developed and revised to match the needs of the present study. Questions regarded basic demographics, reason(s) for visiting, activity participation, lodging, knowledge of the Tofte visitor center, information sources for finding out about the Tofte visitor center, whether visitors stopped at the Tofte center visitor, why they chose to stop, visitor satisfaction with the Tofte visitor center, and visitor preferences for visitor center amenities and location (Appendix A).

An open ended question was used to collect data regarding why respondents did not stop at the Tofte visitor center (Appendix A; Question 7a). Responses with common themes were recoded to yield frequency and percent data.

Approach

A trained University of Minnesota graduate student administered the questionnaire at five pre-chosen locations throughout Lutsen and Tofte (listed above). A convenience sample was used across locations, which were chosen based on the types of groups most likely to visit so that the traveling parties of interest to this study would be represented in the sample: families, outdoor recreationists, and couples.

Locations were scheduled on equal types of days (3 weekend, 3 weekday, and 2 Fridays). Surveying was done in two hour blocks, for a total of six hours of weekend surveying, six hours of weekday surveying, and four hours of surveying on Fridays, resulting in a total of 16 hours of surveying per location and a grand total of 80 survey hours.

At each location, visitors were approached and asked if they would be willing to complete a visitor survey. The surveyor then confirmed the respondent was indeed a visitor¹ before giving the questionnaire to the respondent for completion.

Response Rate

A total of 471 people were asked to complete the questionnaire. Of these, 302 agreed and 301 returned questionnaires usable for analysis, resulting in a 63.9% response rate (Appendix B; Table 1). The Tofte visitor center, North Shore Market, Alpine Slide, and Clearview Market each had similar response rates, while an 81% response rate was obtained from Oberg trailhead visitors (Appendix B; Tables 1a-e). Additionally, two days of inclement weather during the second trip may have hindered data collection and response rates on those days. Given an overall sample size of 301, the margin of error for the results of all five locations is +/- 5.42%.

¹ "Visitor" is defined as someone who does not own a home, private property, or private cabin in the area.

Analysis

Usable questionnaires were entered into the statistics program Statistical Package for the Social Sciences (SPSS), version 17.0. Data was cleaned, and descriptive statistics provided means, standard deviations, frequencies, and percents for the variables of interest.

RESULTS

Demographics

More than half of respondents were male (53.7%). Visitors to the Lutsen-Tofte area reported an average age of 47.2 years, while the most frequently reported pre-tax annual household income was \$75,000-\$99,999 (25.0%; Appendix B; Table 2). Minnesota travelers on the whole have been found to be a bit younger on average (44.5 years), and have reported median household incomes of \$68,200 (Davidson-Peterson, 2007).

Primary residence

The majority of respondents (75.7%) were from Minnesota, and of these, 71.9% resided in the Twin Cities Metro Area. (Appendix B; Figures 1 and 1a, respectively). Wisconsin residents made up 5.7% of the sample, followed by residents of Canada and Illinois (2.4% each), as well as Iowa (2.0%; Appendix B; Figure 1). These findings are similar other research regarding visitors to Northeastern Minnesota. In a 2007 profile of Minnesota travelers, the Northeast region of the state was found to have a higher proportion of in-state visitors than any other region of the state (Pennington-Gray & Vogt, 2003; Davidson-Peterson, 2007).

Previous Visits

A majority of respondents (74.1%) visited the Lutsen-Tofte area previously (Appendix B; Figure 2). Of these, 91.5% visited in the summer, and 56.1% visited during the fall, followed by winter (41.7%) and spring (35.9%; Appendix B; Figures 2a-2d).

Reason for Visiting

Respondents most frequently (83.7%) reported visiting the Lutsen-Tofte area for vacation or leisure trips. The second most popular reason for visiting the Lutsen-Tofte area was for passing through (8.0%) (Appendix B; Table 3). Grand Marais, MN and the Boundary Waters Canoe Area were the two most popular destinations for respondents who were passing through (37.5% and 29.2%, respectively; Appendix B; Table 3a). Visiting friends and/or family accounted for 6.6% of respondents' reasons for visiting the Lutsen-Tofte area, while business travel was the least popular reason (1.7%; Appendix B; Table 3).

Lodging

The majority of respondents (72.1%) were staying in Lutsen or Tofte for their current visit (Appendix B; Table 4). Of these, half (50.2%) were staying in a resort, while 22.6% were staying in a vacation home/private rental. Campgrounds were the chosen lodging of 12.0% of respondents, followed by motels

(7.4%), with friends/family (4.6%), and other (2.8%). “Other” was reported in an open ended question as “private cabin rental” (Appendix B; Figure 3).

Activities

Respondents reported participating or planning to participate in a variety of activities. The most frequently reported activity that respondents participated in or planned to participate in during their current visit was hiking (74.1%), followed by sightseeing (56.1%), shopping, (33.2%), and “other” (28.9%). The “other” activities included swimming, bird watching, visiting Grand Marais, Rock hunting, and visiting Cascade state park (Appendix B; Figure 4). These activities mirror previous research, in which travelers to Northeastern Minnesota were found to be more likely than other Minnesota travelers to participate in active recreation such as hiking and sightseeing (Davidson-Peterson, 2007).

Current visitor center use patterns

Other visitor centers. Among all locations, 28.9% of respondents stopped at visitor centers en route to the Lutsen-Tofte area on their current visit. Worth noting is that 61.1% of respondents surveyed at the Tofte visitor center also visited at least one other visitor center en route to the Lutsen-Tofte area (Appendix B; Figure 5). Of the respondents who stopped at any visitor centers en route to the Lutsen-Tofte area, a majority of respondents reported stopping at a state park (54.0%). Over one-third of respondents (36.8%) who stopped at any visitor centers reported stopping in Duluth, followed by Two Harbors (23.0%), United States Forest Service Station-Tofte (13.8%), Silver Bay (6.9%), and Beaver Bay (4.6%; Appendix B; Figure 5a).

Knowledge of Tofte visitor center. Nearly two-thirds (64.8%) of respondents did *not* know about the Tofte visitor center before the questionnaire was administered (Appendix B; Table 5). Among respondents who knew about the Tofte visitor center before the questionnaire (35.2%), over two-thirds (68.3%) reported their information source for finding out about the Tofte visitor center as “discovered while driving by”. Respondents also found about the Tofte visitor center on a previous visit (17.9%), through friends and/or family (11.5%), and while visiting the North Shore Commercial Fishing Museum (8.5%). “Other” information sources included LTTA publications (3.8%), newspaper articles (2.6%), and the Internet (1.9%) (Appendix B; Table 5a).

Use of Tofte visitor center. Slightly fewer than 10% of respondents stopped at the Tofte visitor center on their current visit (Appendix B; Table 6). Of the respondents that stopped at the Tofte visitor center, slightly less than half (48.3%) stopped to get area information. Obtaining free maps was reported as a reason for stopping by 27.6% of respondents, followed by “other” (24.1%), getting travel related materials (20.7%), using restrooms (20.7%), getting directions (17.2%), and viewing educational exhibits (13.8%). About 10% of respondents reported stopping at the Tofte visitor center to ask staff a question or to take a break from driving, while 3.4% hoped to get refreshments when they stopped (Appendix B; Table 6a). “Other” reasons for stopping were to visit the North Shore Commercial Fishing Museum (50.0%), attend a Forest Service talk (33.3%), and to visit a friend (16.7%) (Appendix B; Table 6b).

As mentioned above, the respondents who stopped at the Tofte visitor center did so most frequently to get area information, to obtain free maps, to visit the North Shore Commercial Fishing Museum or to

attend a Forest Service talk, and to get travel-related materials (Appendix B; Tables 6a-b). The importance of each of these factors in respondents' decision to stop reflects these priorities. Respondents' most important reason for stopping at the Tofte visitor center was to get area information (M=2.07²), followed by getting travel-related materials (M=2.15). Asking staff a question (M=2.22), getting directions (M=2.22), getting free maps (M=2.33), using restrooms (M=2.48), educational exhibits (M=2.63), and a break from driving (M=2.81) were also rated as important to somewhat important among respondents (Appendix B; Table 6d). Respondents' least important reasons for stopping were to get road conditions or weather (M=3.19), to get refreshments (M=3.37), to seek lodging (M=3.56), and to use phones/Internet/Wi-Fi (M=3.81).

The above rankings are somewhat similar to previous research, in which getting maps was rated as the second-most important visitor center service (Perdue, 1995). Previous research has cited restrooms the top-rated visitor center amenity, however it is not unexpected that visitors would not rate this as their most important reason for stopping, as there are perhaps more places to stop for restrooms in the Lutsen-Tofte area than other possible visitor center locations, such as state borders (Perdue, 1995).

Satisfaction. Respondents' satisfaction with the Tofte visitor center was halfway between "very satisfied" and "satisfied" (M=1.5³).

Reasons for not stopping. The open ended question asking respondents why they did not stop at the Tofte visitor center resulted in several themes. Over half (55.5%) of respondents reported "didn't need it" as the reason for not stopping at the Tofte visitor center. Of these, 22.1% did not need the Tofte visitor center because they were familiar with the area. Sixteen percent of respondents did not need the Tofte visitor center because had been to the area before. Respondents who did not need the Tofte visitor center also reported that they "already had info" or "got info online" (3.8% each).

Nearly one quarter (22.9%) of respondents reported "didn't know it was there" as their reason for not stopping at the Tofte visitor center, and 6.8% of respondents reported "didn't see it" as their reason for not stopping.

Visitor center location preference

Overall, respondents' visitor center location preference for the Lutsen-Tofte area was in Tofte (37.2%). However, 34.9% of respondents reported Lutsen as their preference, and 27.9% of respondents thought visitor centers in both Lutsen and Tofte would be the most useful (Appendix B; Table 8). While there has been no previous regarding the location of a visitor in the Lutsen-Tofte area specifically, studies of other locations have revealed that service setting and accessibility are of utmost importance to travelers (Perdue, 1995; Pennington-Gray & Vogt, 2003).

Preference for the location of a visitor center varied to some extent according to the location at which the questionnaire was completed (Appendix B; Table 8). Interestingly, visitors who completed the

² On a scale where 1=Very important, 2=Important, 3=Neither, 4=Unimportant, 5=Very unimportant

³ On a scale where 1=Very satisfied, 2=Satisfied, 3=Dissatisfied, 4=Very dissatisfied

questionnaire at the Tofte visitor center thought visitor centers would be most useful in both Lutsen and Tofte (53.8%) (Appendix B, Table 8).

DISCUSSION

The Lutsen-Tofte area attracts a large proportion of vacationing tourists who have visited the area previously, most often in the summer; a vast majority are Minnesotans from the Twin Cities Metro area. The Lutsen-Tofte area also attracts visitors who enjoy a variety of activities, many of which involve enjoying the outdoors.

A majority of respondents reported that they did not need the Tofte visitor center and cited this as their reason for not stopping. Given the large proportion of return visitors, the LTTA may want to add to visitor center offerings information that will be of interest to first time and repeat visitors alike. If increasing visitation to the Tofte visitor center is a goal, efforts could also be made to alert repeat visitors to the ways in which they may benefit from stopping at the visitor center.

Respondents most commonly found out about the Tofte visitor while driving by it, suggesting not only the unplanned nature of the stop, but in turn the importance of a clearly marked, accessible location. Many visitors did not stop at the Tofte visitor center because they did not know it was there or because they did not see it. These factors also suggest the need for a visitor center that is visible and accessible not only in terms of location but also in terms of alerting visitors, in print and via electronic sources, to its location and available amenities.

Many of the respondents who completed the questionnaire at the Tofte visitor center also visited at least one other visitor center en route to the Lutsen-Tofte area. Encouraging partnerships with neighboring visitor centers and informing their visitors of the Tofte area visitor center would be another way to increase visibility and, hopefully, visitation to the visitor center and the area in general.

The respondents who stopped at the Tofte visitor center were overall quite satisfied with it, suggesting that it met their most important and most common reasons for stopping: getting area information, obtaining free maps, and getting directions.

Although respondents were nearly evenly split between their preferences for a visitor center in Tofte or one in Lutsen, it may be of some use to consider that in the overall sample, a greater proportion of respondents who completed the questionnaire at locations in Lutsen preferred a visitor center in Tofte than respondents who completed the questionnaire at a location in Tofte preferred a visitor center in Lutsen. For example, 13.8% of respondents who completed the questionnaire at the North Shore Market in Tofte preferred Lutsen as the location for a visitor center, while 29.3% of respondents at the Clearview Market in Lutsen preferred Tofte as the visitor center location. Also worth considering is the subsample of respondents who completed the questionnaire at Oberg trailhead, a location between Lutsen and Tofte. Respondents from this location may have been less likely to be subconsciously influenced by the location of completion or loyalty to a certain area. In this subsample, there is a wider margin between preferences for Lutsen and Tofte, with Tofte being chosen more frequently. The

number of respondents to who preferred both Lutsen and Tofte, and those who preferred Lutsen only were equal in the subsample of Oberg trailhead respondents.

The primary limitations to interpreting the results of this study are the low sample size of the Tofte visitor center subsample, as well as the overall sampling method. Given the low percentage of respondents who stopped at the Tofte visitor center, it can be expected that the sample itself will also be relatively small. Future research may be of interest to the LTTA to better determine the reasons visitors stop at the Tofte visitor center, as well as the importance of these reasons by means of a larger sample size of visitors who have stopped at the Tofte visitor center and can therefore answer questions regarding their satisfaction, expectations, and preferences.

The sampling method of convenience sampling at specific locations should be considered because the visitors who stop at these locations may not be representative of all visitors to the area. The advantage in this study is that five different locations were used, so the likelihood of obtaining a more representative sample was substantially increased. Nevertheless, this is still an issue worth taking into account when interpreting the results. To obtain a more representative sample of visitors (and thus more comprehensive results), the LTTA may find useful future research aimed at obtaining responses from visitors who may not stop at the five locations included in the present study.

Additionally, research regarding changes in visitor behavior after stopping at the Tofte visitor center may be of interest to determine the center's economic impacts, not only of the visitor center itself but the types of information offered and obtained by visitors when they stop.

Visitor surveys such as the one used to collect data for this study can be useful tools for understanding visitor patterns and preferences regarding a variety of visitor attractions and amenities. The questionnaire used in this case yielded useful data regarding the demographics, behavior, and preferences of visitors to the Lutsen-Tofte area in general and visitors to the Tofte visitor center specifically. While the results of this study show that the Tofte visitor center is doing a very good job at its current location of providing amenities of importance to visitors, the results also show some opportunities for improvement by making its location more visible, alerting visitors to its existence, and offering amenities of interest to first time as well as returning visitors.

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APPENDIX A

2009 Lutsen-Tofte Visitor Survey

1. Have you been to the Lutsen-Tofte-Schroeder area before (check one)? ☐ Yes ☐ No
1a. If YES, what season (check all that apply)?
☐ Winter (Dec-Mar) ☐ Spring (Apr-May) ☐ Summer (Jun-Aug) ☐ Fall (Sep-Nov)
2. What is the reason for THIS visit to the Lutsen-Tofte-Schroeder area (check one)?
☐ Visit Friends/Family ☐ Vacation/Leisure ☐ Business
☐ Passing through (what is your final destination?) Check one:
☐ Grand Marais ☐ Canada ☐ Boundary Waters Canoe Area
☐ Duluth ☐ Twin Cities ☐ Other (Where? _____)
3. What activities have you participated in or are planning on participating in while in the Lutsen-Tofte-Schroeder area for THIS visit (check all that apply)?
☐ Golfing ☐ Camping ☐ Shopping ☐ Alpine slide ☐ Sightseeing
☐ Kayaking ☐ Canoeing ☐ Fishing ☐ Hiking ☐ Visit friends/family
☐ Spa ☐ Mtn. biking ☐ Biking paved Gitchi-Gami Trail
☐ Mtn. tram at Lutsen Mtns. ☐ Heritage tourism (*examples: cultural centers, museums*)
☐ Other (Please list _____)
4. Are you staying in Lutsen, Tofte, or Schroeder for THIS visit? ☐ Yes ☐ No
4a. If YES, where are you staying (check all that apply)?
☐ Resort ☐ Campground ☐ Motel ☐ With friends/family
☐ Vacation/private home rental ☐ Other (Please list _____)
5. Did you stop at any visitor information centers en route? ☐ Yes ☐ No
5a. If YES, where else did you stop (check all that apply)?
☐ Duluth ☐ Two Harbors ☐ US Forest Service-Tofte Station
☐ Beaver Bay ☐ Silver Bay ☐ State Park (*examples: Split Rock, Gooseberry Falls, Tettegouche*)

6. Did you know about the visitor information center in Tofte BEFORE this survey? ___Yes ___No

6a. If YES, how did you find out about it (check all that apply)?

- ___Discovered while driving by ___Friends/Family
 ___Referral by area business ___Lutsen-Tofte Tourism Association publication(s)
 ___Previous visit ___While visiting North Shore Commercial Fishing Museum
 ___Internet (where?_____)
 ___Other (Please list_____)

7. Did you stop at the Visitor Information Center in Tofte? ___Yes ___No

7a. If NO, why? _____ (go to question 8)

7b. If YES, why did you stop (check all that apply)?

- ___Use restrooms ___Break from driving ___Get information on trails/attractions
 ___Get directions ___Get free maps ___Get travel-related materials
 ___Get refreshments ___Seeking lodging ___Get road conditions/weather
 ___Educational exhibits ___Ask staff a question ___Use phones/Internet/Wi-Fi
 ___Other (Please list_____)

7c. How satisfied were you with the visitor center in Tofte (circle one)?

Very satisfied Satisfied Dissatisfied Very Dissatisfied

7d. How *important* were each of these factors in your decision to stop the visitor center in Tofte? Circle the number that indicates how important each reason was in your decision to stop.

	Very important	Important	Neither	Unimportant	Very unimportant
Use restrooms	1	2	3	4	5
Get directions	1	2	3	4	5
Staffed visitor information center	1	2	3	4	5
Get refreshments	1	2	3	4	5
Break from driving	1	2	3	4	5
Get free maps	1	2	3	4	5
Seeking lodging	1	2	3	4	5
Get information on trails/attractions	1	2	3	4	5
Get travel-related materials	1	2	3	4	5
Get road conditions/weather	1	2	3	4	5
Use phones/Internet/Wi-Fi	1	2	3	4	5
Educational exhibits	1	2	3	4	5

	Very important	Important	Neither	Unimportant	Very unimportant
Other (<i>Please list</i>): _____	1	2	3	4	5

8. Where would you find a visitor center for this area most useful? ___Lutsen ___Tofte ___Both

9. What is your gender? ___ Female ___ Male

10. What is your zip code? _____ 11. What year were you born? 19____

12. What is your annual household income (before taxes)?

___ Less than \$15,000 ___ \$16,000-24,999 ___ \$25,000-34,999 ___ \$35,000-49,999
 ___ \$50,000-\$74,999 ___ \$75,000-99,999 ___ \$100,000-124,999 ___ \$125,000-149,999
 ___ \$150,000 or more

Thank You!

APPENDIX B

Tables and Figures

Table 1. Response rates by location to an onsite questionnaire among visitors to Lutsen-Tofte, MN; Jul-Aug, 2009.

	Initial Sample	Respondents	Unusable	Adjusted total respondents
GRAND TOTAL				
n	471	302	1	301
Percent	100.0	64.1	0.3	63.9
Alpine Slide				
n	165	103	0	103
Percent	100.0	61.8	0.0	61.8
North Shore Market				
n	106	64	0	64
Percent	100.0	60.4	0.0	59.4
Clearview Market				
n	117	70	1	69
Percent	100.0	61.5	0.9	60.7
Oberg Trailhead				
n	58	47	0	47
Percent	100.0	81.0	0.0	81.0
Tofte Visitor Center				
n	25	17	0	18
Percent	100.0	68.0	0.0	68.0

Table 2. Demographics of respondents to an onsite visitor questionnaire in Lutsen-Tofte, MN; Jul-Aug, 2009.

	GRAND TOTAL		Alpine Slide		North Shore Market		Clearview Market		Oberg Trailhead		Tofte Visitor Center	
Gender	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Male	160	53.7	53	52.0	32	50.0	36	52.9	28	59.6	11	64.7
Female	138	46.3	49	48.0	32	50.0	32	47.1	19	40.4	6	35.3
Total	298	100.0	102	100.0	64	100.0	68	100.0	47	100.0	17	100.0
Age												
18-30	32	11.3	0	0	1	1.6	0	0	0	0	0	0.0
31-40	49	17.3	3	3.0	3	4.8	6	9.7	1	2.3	3	21.4
41-50	89	31.4	10	9.9	8	12.9	11	17.7	9	20.5	1	7.1
51-60	62	21.9	19	18.8	17	27.4	20	32.3	13	29.5	3	21.4
61-70	40	14.1	45	44.6	15	24.2	8	12.9	12	27.3	3	21.4
71 or older	11	3.9	24	23.8	18	29.0	17	27.4	9	20.5	4	28.6
Total	283	100.0	101	100.0	62	100.0	62	100.0	44	100.0	14	99.9*
Annual household income (U.S. Dollars)												
Less than \$15,000	4	1.5	2	2.1	0	0.0	1	1.8	0	0	1	6.7
\$16,000-24,999	6	2.2	0	0.0	2	3.2	4	7	0	0	0	0.0
\$25,000-34,999	9	3.3	3	3.2	2	3.2	1	1.8	2	4.5	1	6.7
\$35,000-49,999	25	9.2	7	7.4	3	4.8	10	17.5	4	9.1	1	6.7
\$50,000-74,999	41	15.1	11	11.7	11	17.7	12	21.1	4	9.1	3	20.0
\$75,000-99,999	68	25.0	31	33	10	16.1	9	15.8	13	29.5	5	33.3
\$100,000-124,999	64	23.5	26	27.7	18	29.0	8	14	11	25.0	1	6.7
\$125,000-149,999	33	12.1	11	11.7	7	11.3	7	12.3	6	13.6	2	13.3
\$150,000+	22	8.1	3	3.2	9	14.5	5	8.8	4	9.1	1	6.7
Total	272	100.0	94	100	62	100.0	57	100.1*	44	100.0	15	100.1*

*Equals 100.0% within rounding error

Figure 1. State/Country of residence among respondents to an onsite questionnaire in Lutsen-Tofte, MN; Jul-Aug, 2009 (n=296).

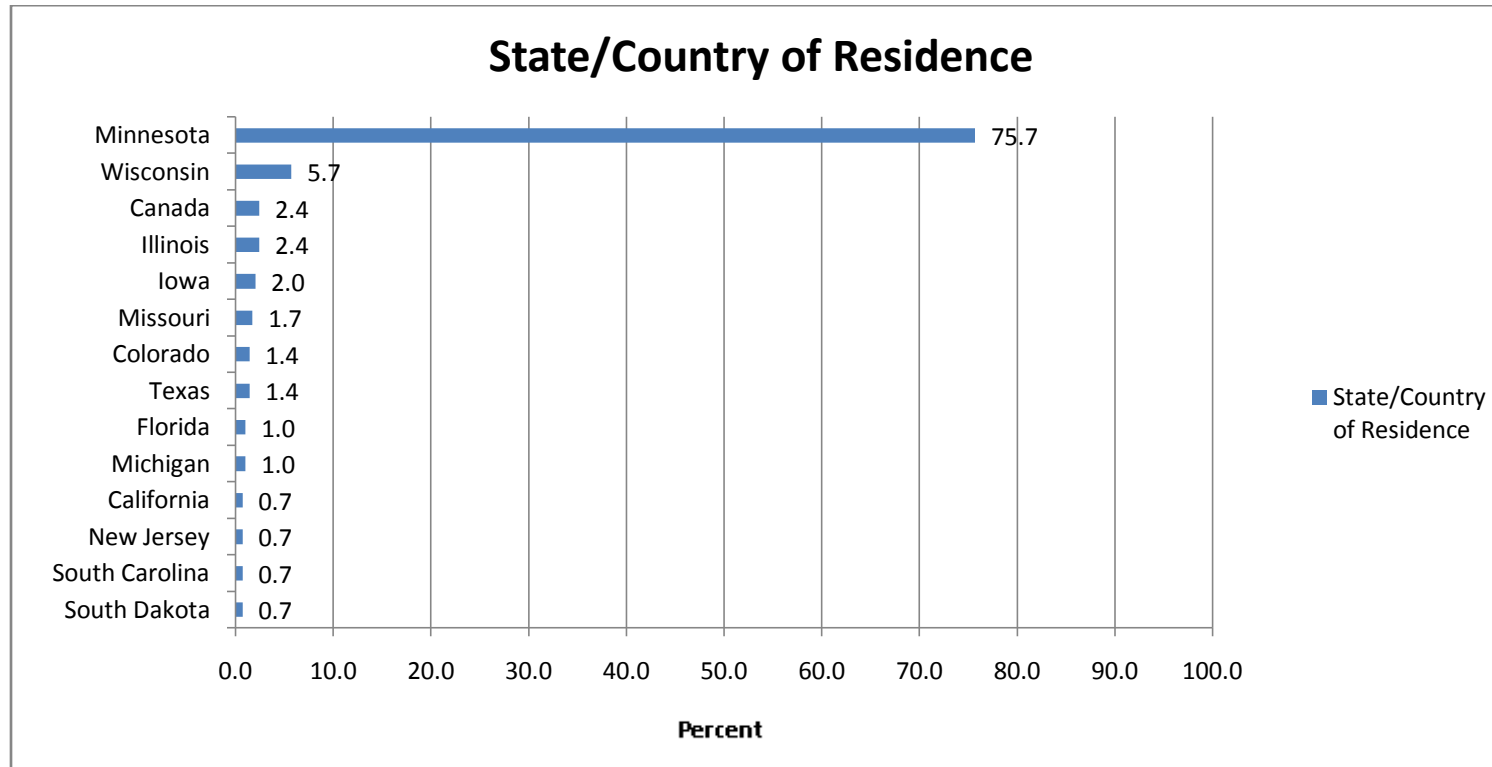
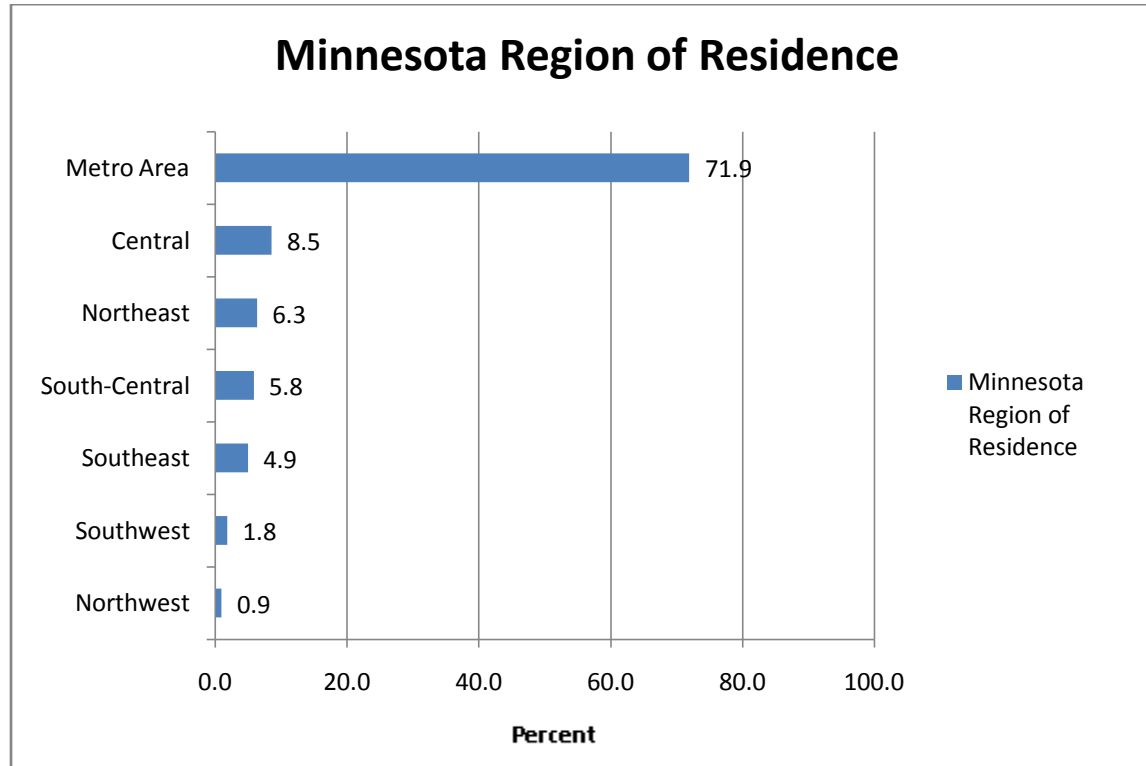


Figure 1a. Minnesota region of residence among respondents to an onsite questionnaire in Lutsen-Tofte, MN; Jul-Aug, 2009 (n=224).



**Figure 2. Percent of respondents to an onsite questionnaire who previously visited Lutsen-Tofte, MN; Jul-Aug, 2009
(All locations n=223; Alpine Slide n=69; North Shore Market n=53; Clearview Market n=49; Oberg Trailhead n=40; Tofte Visitor Center n=12).**

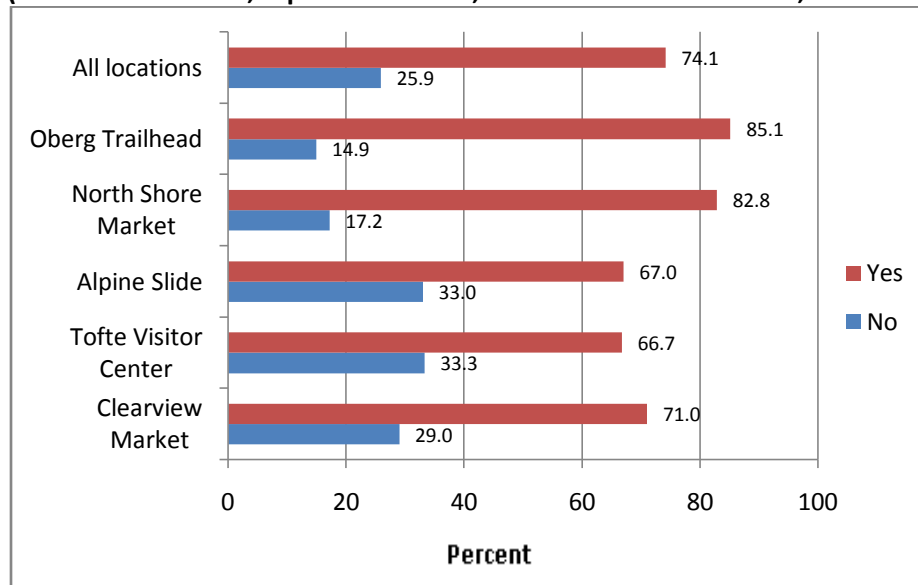


Figure 2a. Percent of respondents to an onsite questionnaire who previously visited Lutsen-Tofte, MN: Summer; Jul-Aug, 2009
(All locations n=223; Alpine Slide n=69; North Shore Market n=53; Clearview Market n=49; Oberg Trailhead n=40; Tofte Visitor Center n=12).

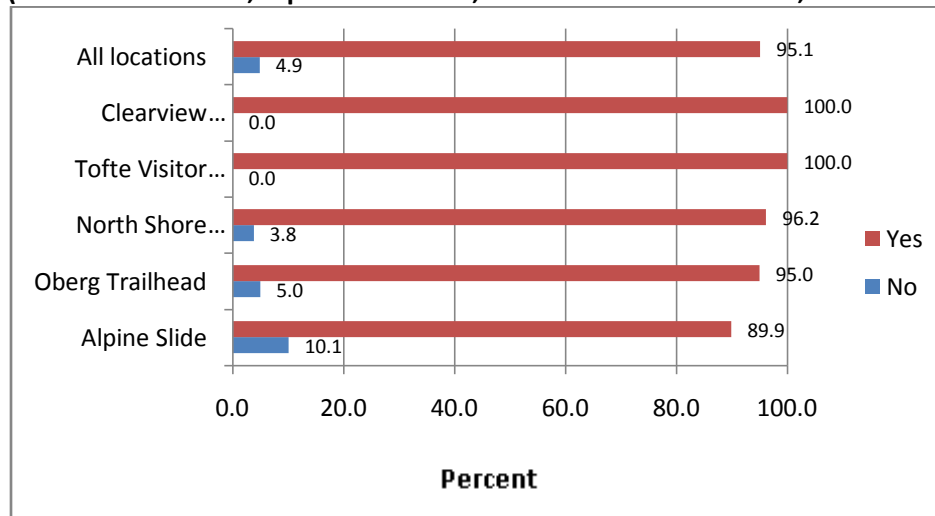


Figure 2b. Percent of respondents to an onsite questionnaire who previously visited Lutsen-Tofte, MN: Fall; Jul-Aug, 2009
(All locations n=223; Alpine Slide n=69; North Shore Market n=53; Clearview Market n=49; Oberg Trailhead n=40; Tofte Visitor Center n=12).

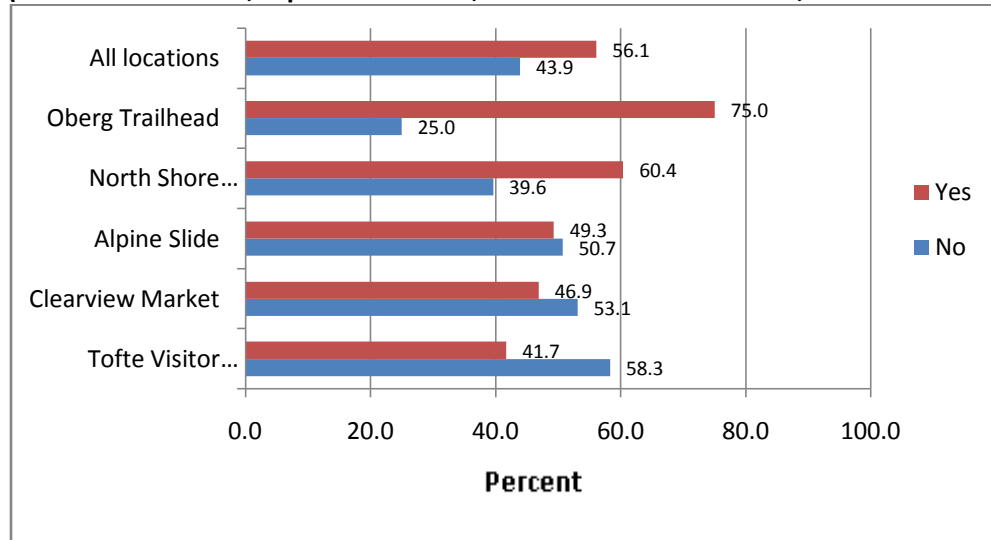


Figure 2c. Percent of respondents to an onsite questionnaire who previously visited Lutsen-Tofte, MN: Winter; Jul-Aug, 2009
(All locations n=223; Alpine Slide n=69; North Shore Market n=53; Clearview Market n=49; Oberg Trailhead n=40; Tofte Visitor Center n=12).

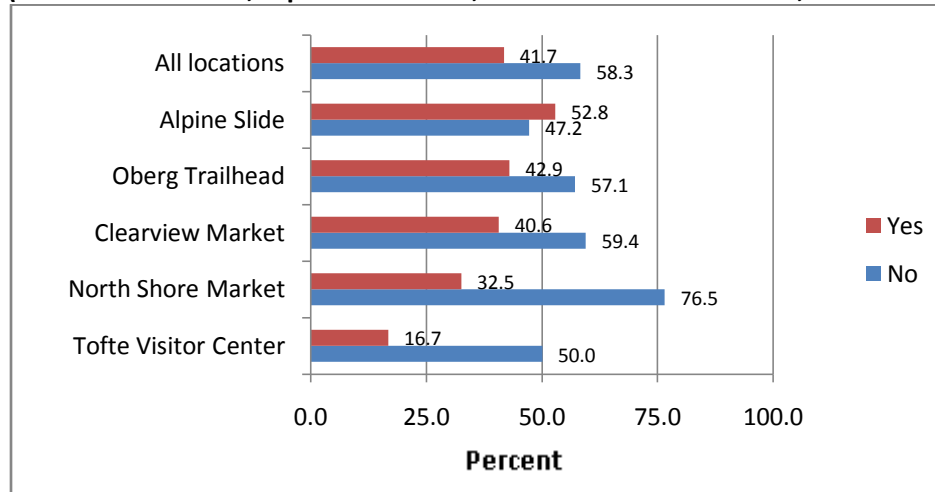


Figure 2d. Percent of respondents to an onsite questionnaire who previously visited Lutsen-Tofte, MN: Spring; Jul-Aug 2009
(All locations n=223; Alpine Slide n=69; North Shore Market n=53; Clearview Market n=49; Oberg Trailhead n=40; Tofte Visitor Center n=12).

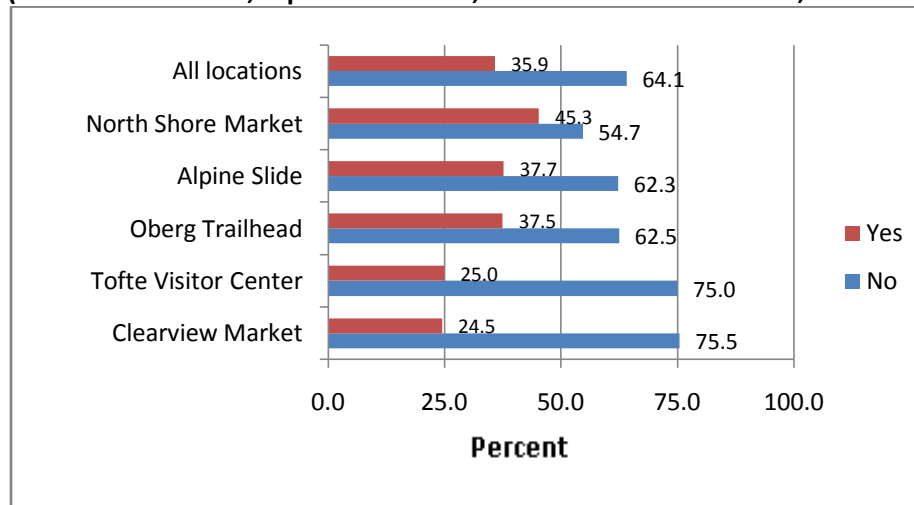


Table 3. Respondents' reasons for visiting Lutsen and/or Tofte, MN; Jul-Aug, 2009.

	GRAND TOTAL		Alpine Slide		North Shore Market		Clearview Market		Oberg Trailhead		Tofte Visitor Center	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Vacation/Leisure	252	83.7	86	83.5	53	82.9	53	76.8	44	93.6	16	88.9
Passing through	24	8.0	9	8.7	6	9.4	7	10.1	1	2.1	1	5.6
Visit friends/family	20	6.6	7	6.8	3	4.7	7	10.1	2	4.3	1	5.6
Business	5	1.7	1	1.0	2	3.1	2	2.9	0	0.0	0	0.0
Total	301	100.0	103	100.0	64	100.0	69	99.9*	47	100.0	18	100.1*

*Equals 100.0% within rounding error.

Table 3a. Respondents' destination if passing through Lutsen-Tofte, MN; Jul-Aug, 2009.

	GRAND TOTAL	
	Frequency	Percent
Grand Marais, MN	9	37.5
Boundary Waters Canoe Area	7	29.2
Other *	4	16.7
Canada	2	8.3
Duluth, MN	1	4.2
Twin Cities, MN	1	4.2
Total	24	100.1

*See table 3b for other destinations

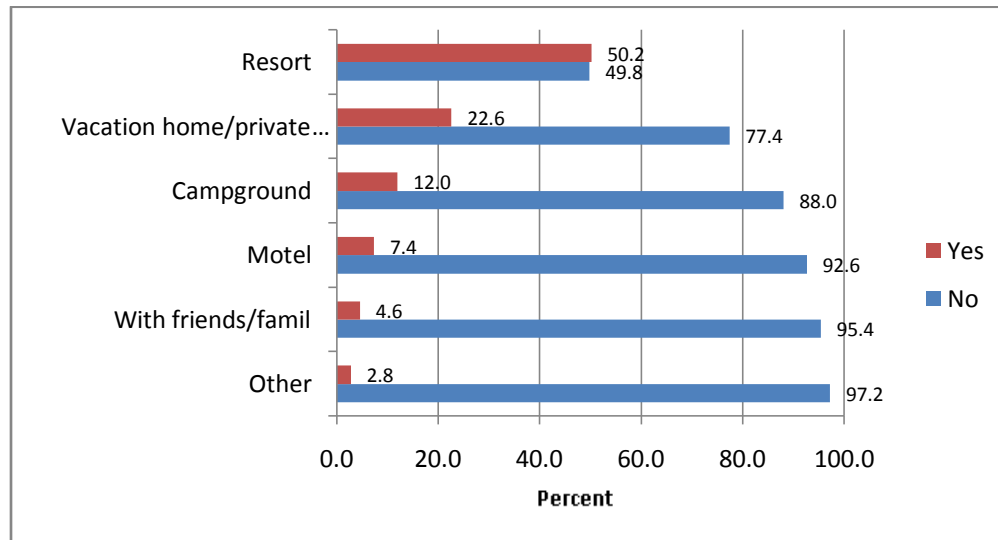
Table 3b. Respondents' other destination if passing through Lutsen-Tofte, MN; Jul-Aug, 2009.

	Frequency	Percent
Chicago	1	25.0
Caribou Cove	1	25.0
Minneapolis	1	25.0
None listed	1	25.0
Total	4	100

Table 4. Percent of respondents to an onsite questionnaire who were staying in Lutsen or Tofte, MN for their current visit; Jul-Aug, 2009.

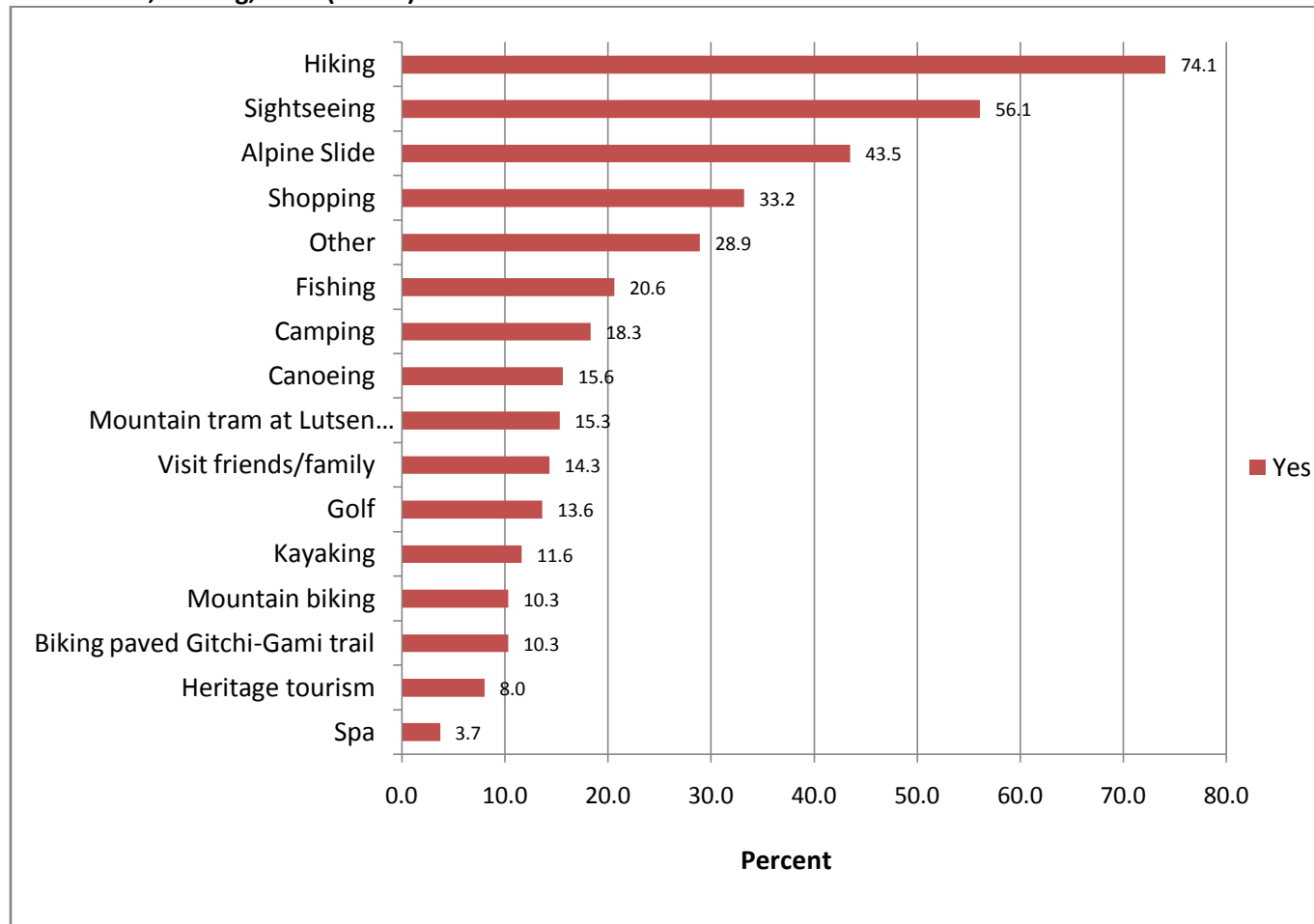
	GRAND TOTAL		Alpine Slide		North Shore Market		Clearview Market		Oberg Trailhead		Tofte Visitor Center	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	217	72.1	77	74.8	52	81.3	50	72.5	26	55.3	12	66.7
No	84	27.9	26	25.2	12	18.8	19	27.5	21	44.7	6	33.3
Total	301	100.0	103	100.0	64	100.1	69	100.0	47	100	18	100.0

Figure 3. Type of lodging among respondents who were staying Lutsen or Tofte, MN on their current visit; Jul-Aug, 2009 (n=217).



*Other = "Private cabin rental"

Figure 4. Activities respondents to an onsite questionnaire participated in or planned to participate in while in Lutsen-Tofte, MN for their current visit; Jul-Aug, 2009 (n=301).



*Most common other activities: Swimming (n=13); Birdwatching (n=7); Visit Grand Marais (n=5); Rock Hunting (n=4); Visit Cascade State Park (n=2).

Figure 5. Respondents who stopped at any visitor information centers en route to Lutsen-Tofte, MN; Jul-Aug, 2009 (All locations n=301; Alpine Slide n=103; Clearview Market n=69; North Shore Market n=64; Oberg Trailhead n=47; Tofte Visitor Center n=18).

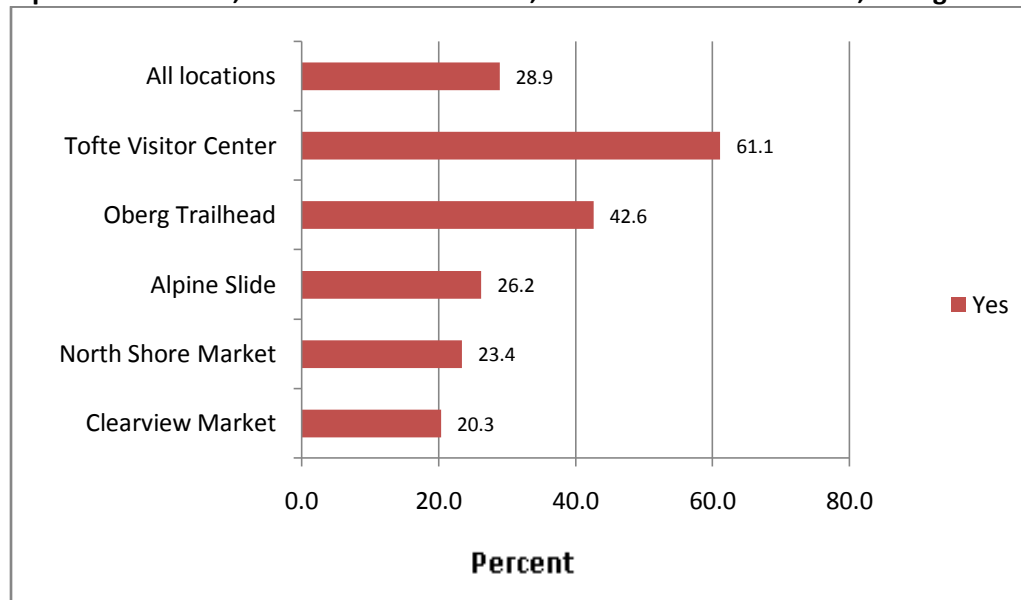


Figure 5a. Location of visitor center where respondents stopped en route to Lutsen-Tofte, MN; Jul-Aug, 2009 (n=87).

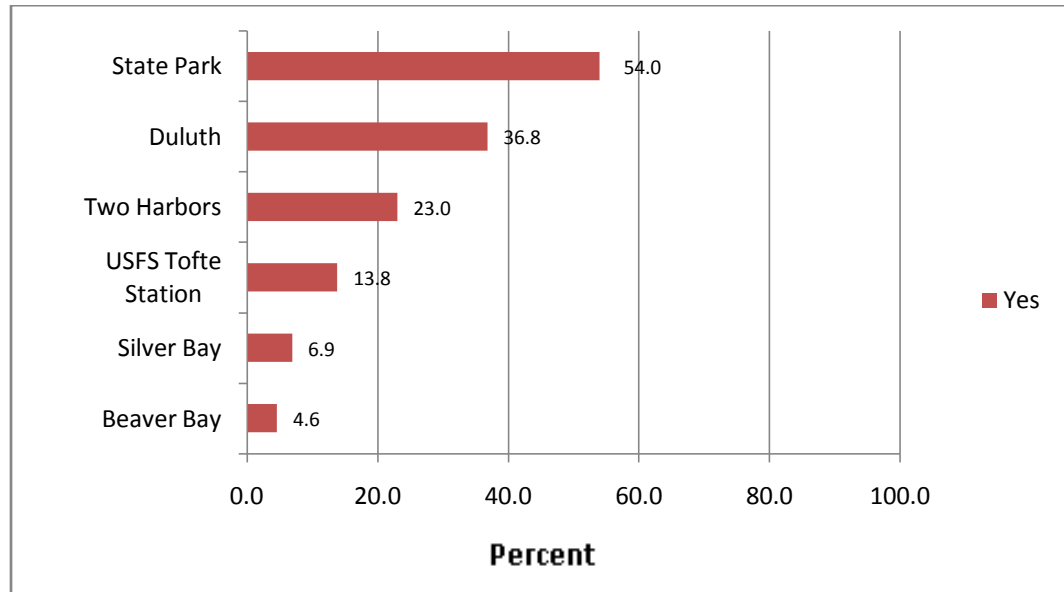


Table 5. Percent of respondents to an onsite questionnaire who knew about the Tofte visitor center before the survey. Jul-Aug, 2009.

	GRAND TOTAL		Alpine Slide		North Shore Market		Clearview Market		Oberg Trailhead		Tofte Visitor Center	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	106	35.2	30	30.1	21	32.8	14	20.3	20	42.6	18	100.0
No	195	64.8	72	70.0	43	67.2	55	79.7	27	57.4	0	0.0
Total	300	100.0	102	100.1*	64	100.0	69	100.0	47	100.0	18	100.0

*Equals 100% within rounding error.

Table 5a. Respondents' information source(s) for finding out about the Tofte visitor center; Jul-Aug, 2009.

	GRAND TOTAL N=106	Alpine Slide n=30	North Shore Market n=21	Clearview Market n=14	Oberg Trailhead n=20	Tofte Visitor Center n=18
	Yes (%)	Yes (%)	Yes (%)	Yes (%)	Yes (%)	Yes (%)
Discovered while driving by	68.3	67.7	71.4	78.6	75	50.0
Previous visit	17.9	12.9	28.6	14.3	25	11.1
Friends/family	11.5	9.7	3.5	21.4	5	16.7
While visiting the NSCFM*	8.5	9.7	0	21.4	0	16.7
Lutsen-Tofte Tourism Association publication(s)	3.8	0.0	4.8	21.4	0	0.0
Other**	2.6	3.2	0	7.1	0	5.6
Internet	1.9	3.2	0	7.1	0	0.0

*North Shore Commercial Fishing Museum. **See table 5b for other information sources.

Table 5b. Respondents' other information sources for finding out about the Tofte visitor center; Jul-Aug, 2009.

Information Source	Frequency	Percent
Local newspaper	1	33.3
Newspaper article	1	33.3
Missing	1	33.3
Total	3	99.9*

*Equals 100% within rounding error

Table 6. Percent of respondents to an onsite questionnaire who stopped at the Tofte visitor information center on their current visit to the Lusten & Tofte area; Jul-Aug, 2009.

	GRAND TOTAL		Alpine Slide		North Shore Market		Clearview Market		Oberg Trailhead		Tofte Visitor Center	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	29	9.6	4	3.9	5	7.8	5	5.8	3	6.4	13	72.2
No	271	90.6	98	96.1	59	92.2	65	94.2	44	93.6	5	27.8
Total	301	100.2	102	100.0	64	100	70	100.0	47	100	18	100.0

Table 6a. Respondents' reason(s) for stopping at the Tofte visitor center on their current visit; Jul-Aug, 2009.

	GRAND TOTAL N=29
Reasons for stopping	Yes (%)
Get area information	48.3
Get free maps	27.6
Other*	24.1
Get travel related materials	20.7
Use restrooms	20.7
Get directions	17.2
Educational exhibits	13.8
Ask staff a question	10.3
Break from driving	10.3
Get refreshments	3.4

*See table 6b for other reasons.

Table 6b. Respondents' other reasons for stopping at Tofte visitor center; Jul-Aug, 2009.

Location	Frequency	Percent
North Shore Commercial Fishing Museum	3	50.0
Forest Service Talk	2	33.3
Visiting friend	1	16.7
Total	6	100.0

Table 6c. Respondents' satisfaction with the Tofte visitor information center*; Jul-Aug, 2009.

GRAND TOTAL N=26	
Mean	SD
1.50	0.510

*On a scale where 1=Very satisfied 2=Satisfied 3=Dissatisfied 4=Very dissatisfied

Table 6d. Importance of reasons respondents decided to stop at the Tofte visitor information center*; Jul-Aug, 2009.

Reasons for stopping	GRAND TOTAL N=26	
	Mean	SD
Get area information	2.07	1.174
Get travel related materials	2.15	1.063
Ask staff a question	2.22	1.013
Get directions	2.22	1.310
Get free maps	2.33	1.271
Use restrooms	2.48	1.528
Educational exhibits	2.63	1.182
Break from driving	2.81	1.111
Get road conditions/weather	3.19	1.177
Get refreshments	3.37	1.181
Seeking lodging	3.56	1.086
Use phones/Internet/Wi-Fi	3.81	1.210

*On a scale where 1=Very important 2=Important 3=Neither 4=Unimportant 5=Very unimportant

Table 7. Reasons respondents did not stop at the Tofte visitor center; Jul-Aug 2009: Overall sample

Reason for not stopping at Tofte visitor center	Total	Didn't know it was there	Didn't need it	Familiar with area-don't need	Have been here before-don't need	Didn't see it	Too busy	Already had info-don't need	Got info online-don't need	Friends/family know area-don't need	Passing through-don't need	Might in future, no time yet	Not sure where it was	No reason	Already stopped in Two Harbors	Never go to visitors centers	Knew lodge would have information	On way to Lutsen	Not open	Stopped at VC in Schroeder b/c staying there	Friends didn't want to stop	No convenient pull off	Always stop in Duluth	Coming from north; haven't been to Tofte yet	NSCEM only
Frequency	236	54	52	29	21	16	11	9	9	6	5	4	3	3	2	2	2	1	1	1	1	1	1	1	1
Percent	100.0	22.9	22.0	12.3	8.9	6.8	4.7	3.8	3.8	2.5	2.1	1.7	1.3	1.3	.8	.8	.8	.4	.4	.4	.4	.4	.4	.4	.4

Table 8. Respondents' most useful visitor center location. Lutsen-Tofte, MN; Jul-Aug, 2009.

	GRAND TOTAL		Alpine Slide		North Shore Market		Clearview Market		Oberg Trailhead		Tofte Visitor Center	
Location	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Tofte	96	37.2	26	29.9	31	53.4	17	29.3	16	38.1	6	46.2
Lutsen	90	34.9	35	40.2	8	13.8	34	58.6	13	31.0	0	0.0
Both	72	27.9	26	29.9	19	32.8	7	12.1	13	31.0	7	53.8
Total	258	100.0	87	100.0	58	100.0	58	100.0	42	100.0	13	100.0